

Substitute for form 1449A/PTO

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(use as many sheets as necessary)

Sheet 1 of 2

Complete if Known

Application Number	10/767,123
Filing Date	January 29, 2004
First Named Inventor	MARGILOFF, William A.
Group Art Unit	Not yet assigned
Examiner Name	Not yet assigned
Attorney Docket Number	E03.002/U

U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)			
/M.A./	1	5,644,737		Tuniman et al.	07/01/1997	
/M.A./	2	5,809,252		Shaw et al.	09/15/1998	
/M.A./	3	5,838,790		McAuliffe et al.	11/17/1998	
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Examiner Initials*	Cite No. ¹	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁵
		Office ³	Number ⁴	Kind Code ⁴ (if known)				

Examiner Signature	/Mila Airapetian/	Date Considered	07/10/2009
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¹Unique citation designation number. ²See attached Kinds of U.S. Patent Documents. ³Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶Applicant is to place a check mark here if English language Translation is attached.

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Sheet	2	of	2	Attorney Docket Number	E03.002/U

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
/M.A./	1	Sherman, Chris, "Dogpile's Toolbar Fetches More than Search Engine Results", June 25, 2003, SearchEngineWatch.com. Retrieved from Internet: URL: < http://searchenginewatch.com/searchday/article.php/2226141 >, 5pgs.	
/M.A./	2	Edelman, Benjamin, "Documentation of Gator Advertisements and Targeting", Berkman Center for Internet & Society, Harvard Law School, last updated June 7, 2003. Retrieved from Internet: URL: < http://cyber.law.harvard.edu/people/edelman/ads/gator >, 5pgs.	
/M.A./	3	Google™ AdWords – It's All About Results™. Retrieved from Internet: URL: < https://adwords.google.com/select/pricing.html >, ©2004 Google, 5pgs.	
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